



STATE OF WASHINGTON

OFFICE OF THE INTERAGENCY COMMITTEE
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March 28, 2006

TO: IAC Members and Designees

FROM: Laura Johnson, Director *Laura*

PREPARED BY: Susan Zemek, Communications Manager *SZ*

SUBJECT: Agency Name Change, **NOTEBOOK ITEM #5**

In February, the Board adopted a proposed new name – The Conservation and Recreation Funding Board. This memo has three purposes:

1. Request consideration of a slight alteration to the chosen name
2. Outline the communications plan for changing the name
3. Present the agency's new logo draft and slogans

Alternative Name

After initial conversations with partners about the new name, some minor issues have become apparent. In light of that, staff is recommending the Board change the name to the RECREATION AND CONSERVATION FUNDING BOARD.

In general, there has been good support for a name change. However, several other agencies and partners have informally suggested that the new acronym (CRFB) or the name itself will cause confusion or raise issues.

A few comments have suggested that the acronym is not distinct enough in sound or spelling from the SRFB (Salmon Recovery Funding Board). Staff at the Conservation Commission has indicated a preference that 'Conservation' not be the first word in the name. The Conservation Commission sits on the Salmon Recovery Funding Board and is an important partner to the agency; it has a legitimate concern that the two boards might be confused. And, not least, several local recreation leaders commented that putting 'recreation' as the second word in the name might suggest a shift in the IAC's traditional commitment to service to local park and recreation departments.

While none of these items individually would warrant alteration to the IAC's original name choice, taken collectively, staff recommends that the new name be adjusted to Recreation and Conservation Funding Board, or RCFB.

Communications Plan for Changing the Agency Name

To ensure a smooth transition from the old to the new name, a communications plan has been written to guide how we will win successful passage of the enabling legislation and how we will communicate the change to our partners. See the attachment.

Agency Messages, Slogan, and Logo

The consultant that guided the agency through the process of changing its name, also developed key messages, a slogan, and a draft logo. These are presented for your information.

Key Messages

Effective messaging yields consistency across a myriad of materials and staff. It is envisioned that the bolded part of these messages will be used in publications, online, in correspondence, and in other venues where we are communicating with the public and our partners.

❖ **Positioning statement:** The Washington Recreation and Conservation Funding Board creates and maintains opportunities for recreation, protects the best of the state's wild lands, and contributes to the state's efforts to recover salmon.

❖ **Messages:**

▪ **Supportive - Provides professional service and resources**

"The Recreation and Conservation Funding Board is a resource for communities and community visions by financing conservation efforts and the development of recreational opportunities. The agency combines efficient use of assets with convenient services, providing a high return on investment and helping you make the most of existing resources."

▪ **Fair – Provides an equitable, unbiased process for funding**

"Since 1964, the Recreation and Conservation Funding Board has improved the state's quality of life through its investment of public funds in parks, trails, beaches, boating facilities, wildlife habitat, and natural areas. The agency provides fair assistance, which produces greater certainty and clarity in the funding process. It connects people to projects they care about, projects that protect and restore Washington's diverse wild areas and build our communities through outdoor recreation opportunities."

▪ **Stewardship – Protects and develops Washington's outdoor legacy.**

"The Washington Recreation and Conservation Funding Board improves the quality of life in Washington by helping communities preserve their natural heritage and

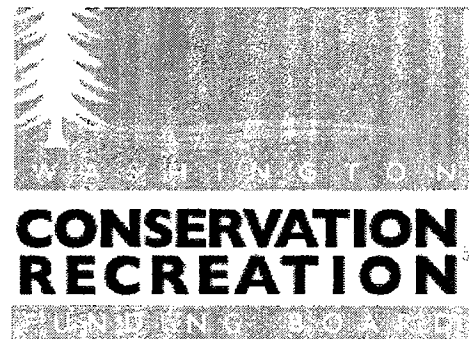
develop a better Washington for our future. The programs provide new opportunities for habitat and recreation."

- ❖ **Slogan:** Investing in Washington's great outdoors.
- ❖ **Logo:** The consultant helping with the naming process also developed a draft for a new logo. The logo is meant to be a modern interpretation of the agency's current logo. The new logo shown below is a draft and will have a few adjustments made before being finalized.

Current Logo



New Logo Draft



Attachment

RESOLUTION #2006-15

APRIL 18, 2006

Renaming the Interagency Committee for Outdoor Recreation

WHEREAS, the Interagency Committee for Outdoor Recreation has been in existence since 1964;

WHEREAS, the Committee and the agency have received new assignments from the Legislature that expand the scope of work;

WHEREAS, the name of the Interagency Committee for Outdoor Recreation is cumbersome and does not reflect the current scope of work;

WHEREAS, renaming the agency will require legislative approval;

NOW, THEREFORE, BE IT RESOLVED, that the Committee recommends to the Governor and Legislature that its name be changed to the Recreation and Conservation Funding Board;

BE IT FURTHER RESOLVED, that the Committee recommends to the Governor and Legislature changing the name of the agency to the Recreation and Conservation Funding Office.

Resolution moved by: _____

Resolution seconded by: _____

Adopted/Defeated/Deferred

April 18, 2006

**Agency Name Change
Communication Plan**

March 1, 2006

Key Stakeholders

- Governor
- Legislators and Legislative Staff
- Board Members
- Related Boards (SRFB, Biodiversity, Monitoring Forum, Invasive Species)
- Staff
- Grant Recipients
- Partners (WWRC, WRPA, Nature Conservancy, etc.)
- State Agency Peers (DNR, WDFW, State Parks, OFM, CTED)
- Federal Agencies
- Media
- General Public

Overarching Strategies

1. Early consultation with power stakeholders who can pass or block a name change.
2. Once we have buy-in from enough power stakeholders, notification to remaining external stakeholders to build support and handle any issues that may arise.
3. Keep staff involved and informed.

Messages

- The current name is difficult for the public to understand and doesn't reflect the work of the board and staff.
- New name, same professional service.
- For legislators, emphasize the process IAC took to develop new name

Action Plan

Following is an outline of an action plan, with rough dates and assignments.

Name Change Action Plan
Interagency Committee for Outdoor Recreation

Date	Stakeholder	Action	Lead
May	Governor	Send a letter that outlines the request for name change and asks endorsement of request legislation.	Susan Zemek and Jim Fox to write for Val Ogden
	Related Boards	Contact Chairs Ruckelshaus and Maggie Coon about name change.	Laura Johnson
		Brief the Monitoring Forum	Bruce Crawford
	IAC	Start bill drafting with Code Revisor	Laura Johnson
May and June	State Agency Peers	Contact directors of our peer state agencies informing them of the request legislation and seeking their support should they be asked.	Laura Johnson
	Partners	Contact executive directors of our partners, informing them of the request legislation and seeking their support should they be asked.	Susan Zemek to develop list and prepare materials for contacts made by Val Ogden or Laura Johnson
July & August	Legislators	Assuming Governor approval, recruit sponsors for the request legislation.	Jim Fox
	Partners	Continue to educate and inform key partners regarding request.	Susan Zemek
Sept. 21 & Nov. 16	Board Members	Update board members on progress via meeting notebooks.	Susan Zemek
Nov	Legislative Staff	Educate key legislative staff about the request legislation.	Jim Fox
Dec	Grant Recipients	Inform grant recipients of request legislation by posting information on agency Web site	Susan Zemek
Ongoing	Staff	Update via emails, all staff meetings, and division meetings	Susan Zemek
	Media	Respond to inquiries but do nothing proactively.	Susan Zemek
	General Public	Respond to inquiries but do nothing proactively.	Staff

Next year's legislative session runs from January through April 2007. During session, most activity will be focused on passage of the bill. Assuming the name change is enacted, it will likely be effective July 1, 2007. After enactment, we will prepare a more detailed implementation plan. Likely steps include:

Through June 2007	State agency partners	Notifying them of the change.	Laura Johnson
	Other Partners	Notifying them of the change.	Susan Zemek to develop list and prepare materials for contacts made by Val Ogden or Laura Johnson
	Federal Agencies	Notify our federal funding partners of the change.	Laura Johnson
	Grant Recipients	When the name is changed, send a general e-mail announcing change. Include information in packets that sponsors receive when awarded grants. Inform clients during conversations, meetings, grant workshops, etc.	Susan Zemek & staff
	Staff	Internal implementation plan underway, including training, publication revisions as needed, etc.	Susan Zemek & staff